

PATENT

Docket No. RSW920010014US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS:	Marcia L. Peters et al.	Confirmation No. 8479
APPLICATION NO.	09/836,963	
FILED:	April 18, 2001	Examiner: Donald Champagne
CASE NO.	RSW920010014US1	Group Art Unit: 3622

**TITLE: METHOD AND SYSTEM FOR PROVIDING TARGETED
ADVERTISING IN PUBLIC PLACES AND CARRIERS**

FILED ELECTRONICALLY ON February 23, 2007

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**REPLY AND AMENDMENT UNDER 37 C.F.R. §1.112
TO EXAMINER'S ACTION MAILED OCTOBER 24, 2006**

Sir:

This is in response to the Office Action mailed October 24, 2006, having a period for response set to expire on January 24, 2007. A Petition extending the period for response for one month, to February 24, 2007, is being filed separately, along with authorization to charge the extension fee to a credit card. Extra claim fees are authorized herein to be charged to applicant's Deposit Account No. 09-0461. The following amendments and remarks are respectfully submitted.

Amendments to the claims begin on page 2 of this paper; Remarks begin on page 8 of this paper.